



KUOW ON-AIR SPONSOR COPY GUIDELINES

Your KUOW account manager will work with you to create an announcement that suits your marketing needs and that will communicate effectively to the public radio audience.

The following guidelines apply to all broadcast messages. We cannot list every quality that will make a message acceptable, but the following will provide guidance.

Messaging that Works on NPR/KUOW

- **Keep it clear:** State who you are, what you do, and where listeners can learn more.
- **Focus on features:** Instead of, “dazzling and mystifying performances” say, “performances including trapeze and acrobatics”
- **Acknowledge the environment:** Where possible, underscore alignment with NPR/KUOW listener values.

Support Credits

All announcements begin by acknowledging the **source of underwriting support**, which is called the **support credit**.

- **Full Length:** *“Support for KUOW comes from . . .”*
- **Marquee, Podcast/Stream pre-rolls:** *“Support comes from . . .”*

Requirements:

- **Full-length announcements:** A maximum total of 88 syllables *with* support credit

- **News Marquee announcements:** A maximum of 25 syllables *with* support credit
- **Sponsor identification:** The entity that is providing the sponsorship funds must be clearly identified as the sponsor

Allowable Content

- Business name or that of a subsidiary, legal DBA, operating division, or parent company
- Business location
- Business URL or phone number
- Number of years in business
- A **maximum of three** mentions of the company name, ***including within the URL***
- A ***value-neutral*** description of the organization's mission, products or services.
- A **maximum of four** names of products or services that identify the business
- Established identifying slogans/taglines that don't violate any FCC or station-imposed guidelines. ***KUOW may request samples to substantiate a slogan/tagline use and they can only appear at the end of the credit.***

Prohibited Content

- **Calls to Action:** Direct prompts such as, "Visit our store..."
- **Inducements:** Offers or incentives to buy, sell, rent or lease
- **Pricing information:** Includes free, promotional or complimentary offers, sales, or discount information

- **Qualitative Language:** Favorable qualities, benefits and claims (e.g., “award-winning,” “leading,” etc.)
- **Comparative or Promotional Language:** Mentions of awards or third-party endorsements or rankings (e.g., “better,” “best,” “oldest,” “Grammy Award-winning,” “Nobel Prize winner,” etc.)
- **Personal Pronouns:** Use of “I,” “you,” “your,” “we,” “our,” or other content that speaks directly to listeners or creates the impression that the message comes from KUOW
- **Language that:**
 - is stated as a question to the listener
 - implies urgency (e.g. “now”, “today”)
 - expresses a view about a matter of public importance or interest
 - proselytizes religious views
- **Music beds or sound effects**

KUOW will *not* accept messaging related to the following:

- Tobacco products of any kind (including electronic cigarettes and vapor devices)
- Cannabis and CBD products
- Gambling
- Messages for political candidates or campaigns
- Firearms, ammunition, and related products

Things to Keep in Mind

- All announcements are produced and voiced by KUOW staff members.
- Final approved copy must be submitted **3 business days** before airtime.

- A maximum of four different scripts may be in rotation per schedule.
- **FINAL APPROVAL OF COPY IS AT THE DISCRETION OF KUOW:**

KUOW reserves the right to decline messages on the grounds that they are false, misleading, inaccurate, unsubstantiated, or fail to comply with standards of decency and dignity; or if a reasonable listener would interpret the messaging to be offensive, illegal, or exerting influence on content. Content producers are the ultimate decision makers on acceptability and as coverage priorities change, a support message may need to be re-written, postponed or cancelled at the station's sole discretion.

Thank you for acquainting yourself with the KUOW guidelines for broadcast copy content and procedure. In addition to providing practical guidance and clarity, these guidelines comply with station-imposed policy and FCC (Federal Communications Commission) regulations for noncommercial stations and are intended to protect the non-commercial ambience of public radio and preserve the relationship of trust between KUOW and its listeners.*

*Section 399B of the Federal Communications Act of 1934 and Sections 73.503(d) and 73.503(e), FCC 2d 255 (1994).

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